



Targeting Accuracy?

Outperform Standard Techniques by 35%

Gains# (gains-sharp) uses new technology to enable powerful, flexible and highly interpretable predictive modeling in less time. With its point-and-click user interface, the *Gains#* software package is easy to use, requiring minimal pre-treatment of data. It automatically handles missing values, identifies optimal variable transformations and seamlessly mixes character, continuous and numeric class variables in a robust and flexible manner.

Developed by statisticians at InfoDecipher with extensive experience in the modeling and analytics industry, *Gains#* employs a unique combination of solid statistical techniques that have proven to outperform neural networks by 35% in testing. Analysts found they could build and validate better targeting models in a fraction of the time spent using established methodologies.

Thinking Outside the Black Box

Even the greatest models can be met with blank stares from clients when results are in a black box. *Gains#* provides the transparency needed to easily interpret models and communicate them to clients. Innovative ATS (Adaptive Transformation Score) functions facilitate clear, straightforward interpretation, and graphical representations of models give you a comprehensive perspective.

All Gain, No Pain

Gains# can be used to complement your existing framework or as your exclusive model-building tool. Priced well below typical 'one-stop-shop' applications, there's no need to give up your current contracts to benefit from this product.

Diagnose Without Doubt

Gains# is outfitted with a highly flexible cross-validation engine that enables in-depth comparison of models across multiple datasets. Multicollinearity detection tools, including diagnostics, help you assess the robustness of individual variable transformations so you can feel secure in your findings. Users can diagnose why a particular model may not be validating and simply import existing 'champion' models.



by InfoDecipher

The Gains# Difference

- Requires minimal pre-treatment of data
- Handles continuous and binary target variables
- Automatically identifies the optimal variable transformations
- Automatically handles missing values
- Seamlessly mixes character, continuous and numeric class variables
- 100% point and click user interface
- Graphical representation of models
- Writes scoring code in SAS, SPSS, PMML and SQL
- Reads SAS data as well as other data formats
- All upgrades free to licensed users

Make Your Data do More

You consider carefully which variables you employ in a model, but you often can't control the quality of your data. Gains# transforms even skewed distributions, deftly handling missing values and outliers to fit, creating usable results despite difficult data.

Fully automatic and employing an efficient forward variable selection procedure, the software nonetheless allows users to determine their desired input level. Users can choose from authoritative model fit evaluation tools and decide on the smoothness of variable transformations, choosing between a number of model fitting procedures with varying levels of flexibility.

The Word Among Analysts

"I can't think of any modeling software that can generate, modify or validate a response model faster; and it offers the precision, flexibility and elegance that one would think only could come from customized nonlinear modeling programs and a lot of sophisticated thought."

"The world of financial services risk is changing rapidly, and policies on how populations and variables are used change daily. It really helps to have a tool like Gains# for rapid recalibrations and model re-development."

"In the past, I would spend two and a half days going through the data and adjusting effects. Using Gains#, I get the same result in 10 minutes."

"No other modeling software I have used identifies variable transformations as effectively as Gains#."



InfoDecipher was founded in 2001 by statisticians with extensive experience in marketing analytics and risk management. The company creates practical predictive modeling software using state-of-the-art statistical techniques and algorithms.

Their flagship product, Gains#, is an effective tool for creating powerful, robust and interpretable models in a short amount of time, whether you're highly experienced or new to predictive modeling.

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modern analytics®

Modern Analytics is an industry-leader in data processing automation, business intelligence, advanced forecasting and predictive modeling. Modern Analytics' DataPipe provides data driven decisions on demand, while Modern Analytics' ModelFactory delivers proven predictions for profit performance.

We create automated data marts that provide the foundation for analytic solutions as well as the models, tools and systems that reveal true business intelligence and identify business performance opportunities.

With over 150 clients served, our expertise extends across retail, high-tech, banking and service industries. We have enabled clients to manage risk, forecast product demand, originate new customers, prevent customer attrition, cross-sell and up-sell new products, identify fraudulent charges, isolate fraud in returns, prioritize workloads, dynamically model their sales pipelines and most importantly increase revenues.

Modern Analytics' partners have over 50 years combined experience in developing, deploying and integrating predictive analytics.

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